

Minutes of the Regular Meeting of the Gallup City Council, City of Gallup, New Mexico, held in the Council Chambers at Gallup City Hall, 110 West Aztec Avenue, at 6:00 p.m. on Tuesday, July 26, 2016.

The meeting was called to order by Mayor Jackie McKinney.

Upon roll call, the following were present:

Mayor: Jackie McKinney

Councilors: Linda Garcia
Allan Landavazo
Yogash Kumar
Fran Palochak

Also present: Maryann Ustick, City Manager
George Kozeliski, City Attorney

Presented to the Mayor and Councilors were the Minutes of the Regular Meeting of July 12, 2016.

Councilor Palochak made the motion to approve the aforementioned Minutes. Seconded by Councilor Garcia. Roll call: Councilors Palochak, Garcia, Kumar, Landavazo and Mayor McKinney all voted yes.

The Mayor and Councilors presented a Proclamation declaring Tuesday, August 2, 2016, as National Night Out in the City of Gallup. Ben Welch, Community Events Coordinator, provided an overview of the national event focused on building police and community partnerships in cities across the country. Gallup's National Night Out event will take place at the Rio West Mall south parking lot from 6:00 p.m. to 8:30 p.m.

Presented to the Mayor and Councilors were the following Discussion/Action Topics:

1. Approval of the Local Liquor Excise Tax Accountability Report for 2nd Quarter Calendar Year 2016 – Debra Martinez, McKinley County DWI Director

Ms. Martinez presented the report which summarizes the use of liquor excise tax funds by local programs and agencies during the second quarter calendar year 2016. The reports are prepared on a calendar year basis to comply with State requirements. Ms. Martinez introduced Lori Parra, the new Program Director for the Juvenile Substance Abuse Crisis Center.

Discussion followed concerning the number of intakes for shelter during the summer months which is close to the number of intakes for shelter during the winter months. Ms. Martinez said she will obtain information from Dr. Kevin Foley at the Na'Nizhoozhi

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Center, Inc. (NCI) regarding the number of shelter intakes. Ms. Martinez also answered questions regarding the Intensive Outpatient Program under the McKinley County DWI Intervention Program.

Councilor Kumar made the motion to approve the Local Liquor Excise Tax Accountability Report for 2nd Quarter Calendar Year 2016. Seconded by Councilor Garcia. Roll call: Councilors Kumar, Garcia, Landavazo, Palochak and Mayor McKinney all voted yes.

2. Recommendation by the Lodgers' Tax Committee on Proposed Branding and Marketing Plan – Catherine Sebold, Tourism and Marketing Manager

Ms. Sebold said the Gallup-McKinley County Chamber of Commerce entered into a Cooperative Marketing Agreement with the New Mexico Department of Tourism for the marketing plan. She introduced Jim Glover of The Idea Group and David Hayduk of HK Advertising who developed and prepared the branding and marketing plan for Gallup. Ms. Sebold also said the Lodgers Tax Committee voted to adopt one of the brands provided by the plan.

Mr. Hayduk and Mr. Glover provided a power point presentation on the Gallup Branding Update and how the following three proposed brand lines for Gallup were devised: 1) *Gallup Be Real. Stay True.*; 2) *Gallup Real. True.*; and 3) *GallUP Find Your True UPSide.*

Discussion followed concerning the selection of one of three proposed brand lines to be used for Gallup's brand. Councilor Kumar, who is also a Lodgers Tax Committee Member, explained how the *Gallup Real. True* brand was selected by the Committee and how the brand is a best fit for Gallup. Discussion also consisted of how the proposed brand lines for Gallup are related to the *New Mexico True* brand of the State and if there would be any detrimental effects to Gallup's brand should the *New Mexico True* brand be discontinued by a future administration.

Following discussion, Councilor Palochak made the motion to adopt the brand of *Gallup Real. True*. Seconded by Councilor Landavazo. Roll call: Councilors Palochak, Landavazo, Kumar, Garcia, and Mayor McKinney all voted yes.

3. Fiscal Year (FY) 2017 Lodgers' Tax Event Funding – Catherine Sebold, Tourism and Marketing Manager

Ms. Sebold presented the recommendations of the Lodgers' Tax Committee for the promotion funding of events for FY 2017. A spreadsheet containing the

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recommendations of the Lodgers' Tax Committee are attached hereto and made a part of these official Minutes. The total amount of the proposed funding is \$24,900.

Knifewing Segura, Gallup Film Festival, LLC, addressed the Mayor and Councilors regarding his organization's request for lodgers tax funding. He presented a minute and a half trailer regarding the Gallup Film Festival to be held September 16-18, 2016.

Councilor Landavazo recommend increasing the lodgers' tax funding for the Gallup Film Festival from \$7,500 to \$16,000 to cover the marketing costs for the event.

Councilor Kumar questioned the return of lodgers' tax revenue from hosting the three day event. He would like a survey conducted to determine the economic impact to the community by hosting the film festival.

Councilor Palochak expressed her concerns with the Council overriding the Lodgers' Tax Committee's recommendation since the Committee carefully reviewed all of the applications for lodgers tax funding.

Discussion followed concerning the ArtsCrawl "Evergreen" Brochure, the locations where the brochures are placed and the planning for updating and redesigning the brochures.

Following discussion, Councilor Landavazo made the motion to approve the Fiscal Year 2017 Lodgers Tax Event Funding as presented and to change the amount of funding for the Gallup Film Festival by increasing the amount from \$7,500 to \$16,000. Seconded by Councilor Garcia. Roll call: Councilors Landavazo, Garcia, Palochak and Mayor McKinney all voted yes. Councilor Kumar abstained. Motion carried.

4. Resolution No. R2016-32; 4th Quarter Fiscal Year 2016 Budget Adjustments and Report of Actuals – Patty Holland, Chief Financial Officer

Ms. Holland presented the proposed Resolution with encompasses all budget changes processed April 1, 2016 through June 30, 2016. She provided an overview of the budget adjustments as well as the Report of Actuals for the quarter. Ms. Holland answered questions concerning the budget for the golf course since it has been closed due to reconstruction.

Following discussion, Councilor Garcia made the motion to approve Resolution No. R2016-32. Seconded by Councilor Kumar. Roll call: Councilors Garcia, Kumar, Landavazo, Palochak and Mayor McKinney all voted yes.

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5. Action to Change the Time of the August 9, 2016 Regular City Council Meeting to 4:30 P.M. Due to the City's Special Municipal Election – Maryann Ustick, City Manager

Ms. Ustick presented the request to change the meeting time of the next regular meeting to 4:30 P.M. The City Clerk needs to be available at 7:00 P.M. when the polls close at the August 9, 2016 Special Election.

Councilor Palochak said she will not be able to attend the next regular meeting due to a family medical matter. She requested new rules or a change in policy where the Council members may participate in City Council meetings by telephone or other means when it is difficult or impossible for a Council member to participate. Mr. Kozeliski said he will look into the matter.

Councilor Landavazo made the motion to change the time of the August 9, 2016 Regular City Council Meeting to 4:30 P.M. Seconded by Councilor Kumar. Roll call: Councilors Landavazo, Kumar, Garcia and Mayor McKinney all voted yes. Councilor Palochak abstained. Motion carried.

Comments by Public on Non-Agenda Items

Bill Lee, Executive Director, Gallup-McKinley County Chamber of Commerce, said the Board of Directors of the Chamber of Commerce voted to support the General Obligation Bond Issue which is on the ballot of the August 9, 2016 Special Municipal Election.

Comments by Mayor and City Councilors

Councilor Palochak thanked Phillip Hart, Chief of Police and Stan Henderson, Public Works Director, for attending her Neighborhood District Meetings this month. She was also pleased to attend the ceremony to honor Private Jose de los Reyes Bustamante, Civil War Veteran, at Hillcrest Cemetery this past Saturday. Councilor Palochak also enjoyed the performances of the Land of Enchantment Opera. She encouraged everyone to attend the opera at El Morro Theater.

Councilor Landavazo said the Arenacross, which took place at Red Rock Park, was a successful event and a great investment of lodger's tax funds. The event drew a large attendance and hopefully, the event participants patronized many local businesses. The event organizer commended Vince Alonzo, Parks and Recreation Director and Mr. Welch for their work in providing support for the event. Councilor Landavazo encouraged everyone to be real, be true and to keep building Gallup.

Councilor Kumar said Gallup had the pleasure of hosting the New Mexico Hospitality

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Association Meeting recently. He said the meeting was very successful as work is being done on branding, marketing and a new tourism website. He recently had a Neighborhood District Meeting regarding the initiation of Neighborhood Watch programs with the help of Chief Hart and Capt. Franklin Boyd. Matters pertaining to the upcoming bond election was also discussed at the Neighborhood Meeting. Councilor Kumar also spoke in favor of a new ordinance that would allow Council Members to remotely participate in meetings by telephone or other means.

Councilor Garcia thanked Mr. Welch for his assistance with the upcoming National Night Out event. She will hold a Neighborhood Association Meeting tomorrow at 6:30 P.M. at the Northside Senior Center. During the meeting she will hold a meet and greet with Chief Hart, Mr. Henderson will solicit input regarding the City's Infrastructure Capital Improvement Plan, and the upcoming bond election will be discussed. Based on input received by her family, Councilor Garcia thanked Jennifer Lazarz, El Morro Theater Manager, for her work in brining quality movies and creating a comfortable atmosphere at the theater. The Parks and Recreation Department will hold a carnival at the Harold Runnels Athletic Complex this weekend. The Freedom Flight, Ride and Cruise will also take place this weekend.

Mayor McKinney provided an overview of the upcoming Freedom Flight, Ride and Cruise event this weekend. Due to a recent shooting involving Gallup police officers, Mayor McKinney said his heart is with the police officers and stands in full support of them.

Comments by City Attorney and City Manager

Mr. Kozeliski said the Best of the Best Rodeo which was held at Red Rock Park a few weeks ago, will be aired on RFD TV on Wednesday night at 6:30 P.M. and 10:30 P.M.

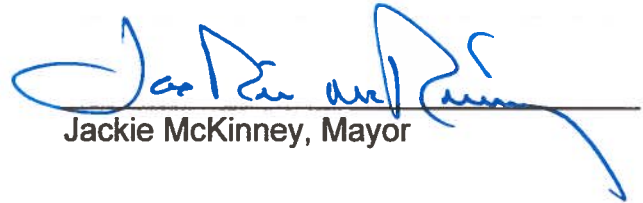
Ms. Ustick commended Mr. Welch for his work on the upcoming National Night Out event. The event provides an opportunity for the community to support its law enforcement personnel and for the community to become educated about crime prevention. The behavioral health community has been asked to participate in the event as a way of bringing focus on substance abuse prevention, which will also help in reducing crime in the community. Ms. Ustick will invite Dr. Foley to provide a presentation on the shelter component of the detox center. Ms. Ustick introduced Dennis Romero, the City's new Water, Wastewater and Solid Waste Director. She also thanked Richard Matzke, Electric Director, for managing the Water, Wastewater and Solid Waste Department on an interim basis.

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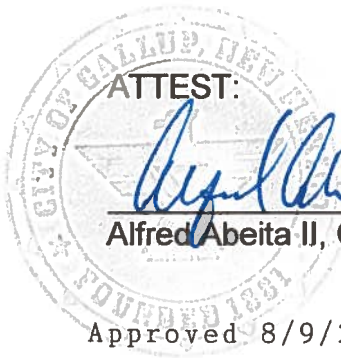
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There being no further business, Councilor Palochak made the motion to adjourn the meeting. Seconded by Councilor Garcia. Roll call: Councilors Palochak, Garcia, Kumar, Landavazo and Mayor McKinney all voted yes.



Jackie McKinney, Mayor



ATTEST:



Alfred Abeita II, City Clerk

Approved 8/9/2016

ACCT 214-1015-411.47-05

Organization Name	Event Name	Contact	FY 2016 Award	FY 2017 Request	FY 2017 Committee Recommendation	Council Approved
Gloria Saucedo Women's Softball Tournament	Gloria Saucedo 40+ Women's Softball Tournament	Yolanda Azua		\$3,000	\$3,000	
Gallup Senior Softball League	G.S.S.L. 50/60 Plus Softball Tournament	J.J. Azua	\$ 5,000.00	\$5,000	\$5,000	
GallupPARTS	Artscrawl "Evergreen" Brochure	Rose Eason	N/A	\$1,400	\$1,400	
GallupPARTS	Second Street Arts Festival	Maria Chavez	N/A	\$7,000	\$5,000	
Softball Warriors	Adult Slow Pitch Tournament	Jay Denetclaw	\$ 3,000.00	\$3,000	\$3,000	
Gallup Film Festival, LLC	Gallup Film Festival	Knifewing Segura	N/A	\$50,000	\$7,500	

\$ 69,400.00